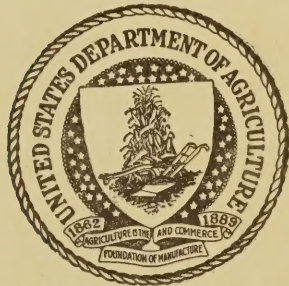


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UNITED STATES DEPARTMENT OF AGRICULTURE  
Extension Service  
Division of Agricultural Economics

RETAILER EDUCATION

by  
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June 1, 1950

Educational work with retail handlers of fruits and vegetables is a relatively new phase of Extension's program in marketing. Active RMA programs under this title are under way in Florida, Indiana, Maryland, and Wisconsin, while work with retailers is included under broader titles in the marketing programs in Hawaii, Michigan, New York, and Rhode Island, and additional projects are pending in several other States. The work is expanding to include poultry, meats, dairy products and other foods in addition to fruits and vegetables.

Educational work with the farmer on his farm cannot go the whole way in solving Agriculture's marketing problems. Those who handle the farmer's products, particularly perishable foods, have much to do with their acceptance by consumers, thus exerting a strong influence on the farmer's income and on his marketing practices. Success in the marketing of farm products depends as much upon well qualified distributors and handlers as upon the skill of the producer himself.

Purpose: The objective of this work is to improve the marketing of agricultural products by stepping up efficiency at key points in the distributive system. The food store occupies an important place in society. Through it the consumer obtains a large proportion of the food consumed. The condition of this food is in large measure dependent upon proper handling at the retail level. The essential function performed by the food retailer entitles him to high prestige and a proper reward, and justifies thorough preparation for his career. The qualifications and training of the persons who are attracted to the retail food business largely determine the nature of that business. It is to the interest of agriculture and society as a whole to have food retailing carried on with skill and success.









